



# MIGRATION

## SkyKick and Insentra help Telenor migrate more than 3,600 customers to Office 365 from planning to completion in 12 weeks

Telenor Group, one of the world's largest telecom service providers with customers across Europe and Asia, wanted to decommission a legacy email platform and migrate the existing customer base to Office 365. It wanted to ensure its customers had a seamless migration experience.



Telenor Group is a leading telecommunications company in Scandinavia and Asia that dates back more than 160 years. With more than 183 million customers, Telenor Group provides mobile, broadband, and TV services and is committed to connecting customers to what matters most. It is headquartered in Norway.

Website: [www.telenor.com](http://www.telenor.com)



### The Challenge

The task was large and complex: Telenor needed a fast, cost-effective way to smoothly migrate 3,600 organisations with 12,500 end users to Office 365 Business Essentials. All the customer domain name registrations had to be changed without causing any downtime. This was challenging due to the sheer number of organisations and end users that would require support over a short time frame.

Telenor turned to SkyKick, a cloud management company whose partners use the company's automation platform to deliver seamless migrations to Office 365, and Insentra, a collaborative IT services partner that delivers specialised professional and managed services.

**“We wanted to ensure our customers had the best experience throughout this migration. We considered leveraging just our own in-house support team. However, we decided that the extensive experience and expertise of SkyKick and Insentra ensured we could avoid issues and maintain an excellent customer experience throughout this migration. It was their extensive experience with a track record of successful and efficient email migrations that proved to be very, very valuable.”**

-Dag Rune Langehaug, Telenor

### insentra

Insentra is a collaborative IT services partner that delivers global professional and managed services through IT partners and vendors for its clients. Founded in 2010 and headquartered in New South Wales, Insentra provides access to industry expertise and accountable outcomes.

Website: [www.insentragroup.com/us](http://www.insentragroup.com/us)



The right productivity



Simple, safe, and seamless



## ‘Plan, Build, Validate, Migrate, and Assure’ Methodology

SkyKick and Insentra joined their strengths to deliver the highest-level migration technology paired with the best in programmatic project management and execution. Together, SkyKick and Insentra conducted rigorous analysis and performed a proof of concept to validate their solution approach. This resulted in a clear scope of work with a fixed price and guaranteed outcome.

In brief, these are the main contributors to the success of the SkyKick and Insentra approach:



### 1. Creation of a project schedule and detailed timeline

A comprehensive migration plan was created, and Telenor’s customers’ expectations were clearly set. The migration plan was developed on-site in Norway together with the Telenor team.



### 2. Configuration of migration tools to automate and accelerate migrations

The project team collaborated using Microsoft Teams, which allowed conversation to flow around the globe.



### 3. Process testing to ensure the results are exactly as expected

Team members did some troubleshooting to solve errors and issues before the migration work began. This ensured Telenor’s customers could be spared any issues and that clear expectations on the migration experience were set.



### 4. Parallel customer mailbox migrations

This added layer of complexity was crucial to save time for Telenor and was executed in a completely automated fashion.



### 5. Final handover and report

At the completion of each migration, the handover was also communicated to Telenor customers in a high-level migration report to provide additional reassurance that the work was complete.

“It was essential that we spent the week together in Norway. Everything they offered was crucial to the success of the project. It was great that we got to know each other and got into the details very early on in the process; that was key to getting it done on time.”

-Dag Rune Langehaug, Telenor

**3,600**

Telenor customers and their users got enormous value, efficiency, and a smooth experience in record time.

## A Flawless Migration Experience

SkyKick and Insentra devised a comprehensive, rigorous migration plan and methodology for Telenor. This involved Insentra applying full automation of the SkyKick migration suite through the SkyKick API to move hundreds of customers' mailboxes simultaneously with minimal impact to the system and users. The approach of migrating many small batches of mailboxes on a high cadence, instead of a big-batch approach, condensed the migration work from what could have taken six to nine months to under three months.

“The communication strategy was extensive, with automated communications sent to end users and administrators to keep them informed and engaged at each major project milestone. Customer administrators also received a series of personalized emails to guide them through the process. These provided information on what would be happening to their environment, provided simple steps they needed to take, and indicated any costs they might incur. We tracked open and click rates on these emails, and they were exceptionally high. This is because the emails were relevant, direct, clear, and concise. The customers were using and appreciating the guidance. Fifty percent of our customers opened and self-served through these changes, and the other half had the SkyKick, Insentra, and Telenor team alongside them. You need very flexible partners and a well-equipped support team to manage this level of communication.”

-Dag Rune Langehaug, Telenor



## Value

Telenor's customers were moved from a low-value, low-cost legacy mail solution to Office 365. There was a clear need to make the transition as smooth as possible, not only to minimize potential churn, but also to emphasize the additional value that Office 365 brings through collaboration features such as Microsoft Teams. Clear and well-targeted customer communications were key to drive home that message.

“From the offset, we devised various strategies and tactics to emphasize the value of Office 365 to Telenor customers while they were being migrated. Paired with a frictionless and highly scalable migration experience, Microsoft partners such as Telenor are well-positioned to provide additional value-added services on top of Office 365.”

-Gerard Doeswijk, SkyKick

“My management was concerned we wouldn’t make the deadlines. We created contingency plans, but we never had to use them. The business case for the change was very good — the return on our investment will be achieved in under 12 months. The deep domain expertise, experience, flexibility, and the processes we put in place with SkyKick and Insentra ensured a seamless transition to Office 365 for our customers. In retrospect, we wouldn’t have made it without the assistance of SkyKick and Insentra.”

-Dag Rune Langehaug, Telenor



## 12 Weeks

The Telenor project was completed on time and below budget.

## Efficiency

Telenor was provided with direct access to the SkyKick partner success and engineering teams to ensure the project went as smoothly as possible. Through the extensive automation of the platform and the use of the SkyKick API, the project could easily be supported around the clock, driving efficiencies across the board.

**“SkyKick’s automation platform enabled us to reduce almost 80 days of effort from the project by removing the need to set up each of the 3,600 migration events through the UI.”**

-Simon Altit, Insentra

## On Time, Below Budget

The Telenor project was completed on time and below budget. The customer organisations were happy with and confident in the security of their new Office 365 email and collaboration solution. The customers were ready to continue work as normal, and the huge project was completed in less than 12 weeks.



## About SkyKick

SkyKick is a cloud management company that partners with companies that use its platform for automation. SkyKick is an expert in making the transition to the cloud both easy and low-risk. Migrations that used to take 40 hours can be done in less than four hours with SkyKick’s tools. SkyKick automates the entire project and replicates the legacy system, which helps the customer feel confident about the service.

AMI-Partners conducted a study that found SkyKick to be the No. 1 MSP-rated O365 migration automation tooling partner.